MESSAGE ID: 9502700540 TIME INSERTED: 00000000 TIME PRINTED: 12.31 PM
LOGON ID: IC493 DATE INSERTED: 00000 DATE PRINTED: 95027

KEYED BY -----TAMMY 33180
AUTHOR -------LEE M/SHAUN
CREATE DATE --01/27/95
TRANS DATE --01/30/95
TOPIC --------CIGARETTES RESET
SEND TO DEPT -057
COPIES -------0001

MESSAGE DESTINATIONS:

STORE TYPE(S) ------ ALL KMARTS
ALL KMART REGIONAL MANAGERS HOME STORES
ALL KMART SUPER K CENTERS

TEXT LINES:

WHO SHOULD READ THIS MESSAGE — STORE MANAGEMENT TEAM

FROM — SALES SUPPORT

SUBJECT — CIGARETTES RESET

INFORMATION — BEGINNING FEBRUARY 20, ALL STORES WILL HAVE CHANGES MADE TO THEIR CIGARETTE LAYOUT AND RACKS IN THE STORE. THIS RESET WILL TAKE APPROXIMATELY THREE MONTHS TO COMPLETE IN ALL KMART STORES.

R.J. REYNOLDS REPRESENTATIVES WILL BE VISITING YOUR STORE ONE WEEK PRIOR TO YOUR SCHEDULED RESET DATE TO CLEAR OUT/CONDENSE A 4' SECTION OF CARTONS.

A SERVICE COMPANY (SLATE) WILL CALL STORE MANAGERS APPROXIMATELY TWO DAYS PRIOR TO THE RESET DATE TO SCHEDULE AN APPROPRIATE TIME FOR THE RESET. SLATE SERVICE REPS. WILL COMPLETE THE CHANGES. SOME OF THE CHANGES ARE:

- A REDUCTION OF CARTON INVENTORY (APPROXIMATELY 400 CARTONS).
- ELIMINATION OF THE PHILIP MORRIS INDIVIDUAL PACKS 4' RACKS (TO BE PLACED IN STOCKROOM FOR THE PHILIP MORRIS REP).
- RELOCATING LOOSE PACKS TO A NEW PACKAGE FIXTURE INSERT (PROVIDED BY SERVICE) TO BE PLACED WITHIN YOUR EXISTING CARTON MERCHANDISER.
- MOVE THE EXISTING ENDCAP PFD TO A BARGAIN TABLE LOCATION CLOSEST TO THE CURRENT PFD LOCATION AND INSTALL A NEW DUAL SIDED PRD LOOSE PACK QUAD. (FOR NEW AND REFURBED STORES AND STORES WITH MORE THAN 5 BARGAIN TABLES).
- INCORPORATING THE "BEST VALUE" LANEBLOCKER MERCHANDISE ONTO THE PFD LOOSE PACK FIXTURE. (USE THE EMPTY LANEBLOCKER FOR SEASONAL GOODS UNTIL OTHERWISE INSTRUCTED).
- THE REMOVAL OF THE "POWER POLE" LOOSE PACK RACKS. (MERCHANDISE WILL BE WORKED INTO EXISTING LAYOUT. PLACE RACKS WITH THE OTHER PHILIP MORRIS RACK FOR THE REP).

51853 3567

Source: https://www.industrydocuments.ucsf.edu/docs/fhln0000

TO MAKE THIS ...
COMPANY AND THE SERVICE REPS. YOUR USUAL FINE COOPERATION. ALL THE CHANGES WILL ...
LITTLE STORE LABOR. THESE CHANGES WILL ULTIMATELY HELP SALES AD PROFIT IN THIS CATEGORY. ANY SPACES OR RACKS THAT BECOME FREE BECAUSE OF THIS RESET ARE TO BE USED FOR SEASONAL GOODS.

THE EXCESS FULL CARTONS (IF ANY) WILL BE 605'D BY YOUR TOBACCO DISTRIBUTOR AFTER THE RESET IS COMPLETE. THE EXCESS LOOSE PACKS (IF ANY) WILL BE WORKED INTO FIXTURES AS PRODUCT SELLS DOWN. THESE LOOSE PACKS CANNOT BE RETURNED.

IF YOU HAVE ANY QUESTIONS, CONTACT DON WILLIAMS AT 1-810-643-1714 OR BILL RAGSDALE AT 1-800-457-5283.

<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<< END >>>